

Amsterdam, 12 November 2019

Takeaway.com to sponsor UEFA EURO 2020™

Leading online food delivery marketplace Takeaway.com will be one of the main sponsors of UEFA EURO 2020™. The company will become the Official Food Delivery Platform Partner of the competition. Takeaway.com will use the sponsorship to market its European food delivery brands.

Takeaway.com has signed on as an Official Partner of UEFA EURO 2020™, with a top tier sponsorship package spanning Pan-European broadcast sponsorship rights and in-stadium advertising, as well as unique player escort experiences for children and thousands of ticket opportunities for its customers.

The competition is expected to be watched by a global cumulative TV audience of over five billion and attended by a live audience of three million. Takeaway.com itself serves 16.7 million consumers in 11 countries. Among its brands are Lieferando, Thuisbezorgd.nl and Pyszne.pl. It operates in a large number of nations who will compete at UEFA EURO 2020™, as well as in some of the host cities, including Amsterdam, Bucharest and Munich.

Jitse Groen, CEO of Takeaway.com, says of the partnership: *"The services our company provides are already amongst the most recognized brands in the countries where we operate. The UEFA EURO 2020™ sponsorship will add to our reach and will further establish Takeaway.com as a leading European household brand. It is a unique opportunity to reach the entire population around the times when fans are usually enjoying their favourite food."*

Guy Laurent Epstein, marketing director of UEFA Events SA explained: *"We are pleased to welcome Takeaway.com to the UEFA EURO 2020™ sponsor family as our Official Food Delivery Platform Partner. In a rapidly growing food delivery industry, Takeaway.com has established itself as a market leader in Continental Europe and will provide customers all across the continent, including our millions of fans, with an easy and seamless way to order food whilst enjoying the beautiful game as the tournament unfolds next summer."*

Takeaway.com (Takeaway.com N.V. together with its subsidiaries)

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About Takeaway.com

Takeaway.com is the leading online food delivery marketplace in Continental Europe and Israel. The company is focused on connecting consumers and restaurants through its platform. With nearly 50,000 connected restaurants, Takeaway.com offers consumers a wide variety of food choice. Takeaway.com mainly collaborates with delivery restaurants. In addition, Takeaway.com also provides restaurant delivery services in 82 cities in ten countries for restaurants that do not deliver themselves.

Founded in 2000, Takeaway.com has rapidly grown to become the leading online food delivery marketplace of Continental Europe with operations in the Netherlands, Germany, Belgium, Poland, Austria, Israel, Switzerland, Luxembourg, Portugal, Bulgaria, and Romania. In the twelve months ended 30 June 2019, Takeaway.com processed more than 123 million orders from 16.7 million unique consumers.

With approximately 4,500 employees, Takeaway.com processed orders worth €2.3 billion and generated revenue of nearly €315 million in the twelve months ended 30 June 2019.

The company is listed on Euronext Amsterdam (**AMS: TKWY**).

About UEFA

UEFA – the Union of European Football Associations – is the governing body of European football. It is an association of associations, a representative democracy, and is the umbrella organisation for 55 national football associations across Europe.

Its objectives are, among others, to deal with all issues relating to European football, to promote football in a spirit of unity, solidarity, peace, understanding and fair play, without any discrimination on the part of politics, race, religion, gender or any other reason, to safeguard the values of European football. UEFA also promotes and protects ethical standards and good governance in European football, maintains relations with all stakeholders involved in European football, and supports and safeguards its member associations for the overall well-being of the European game.

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